TOURISM HIGHLIGHTS 1983

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SUMMARY OF 1983 PROVINCIAL TOURISM

TOURISM REVENUE REACHED $2.155 BILLION IN 1983.

TOTAL OVERNIGHT VISITORS TRAVELLING IN BRITISH COLUMBIA DURING 1983 WAS 11.8 MILLION.*

RESIDENT TRAVELLERS FORMED THE LARGEST GROUP IN BOTH REVENUE AND NUMBER OF PERSON-TRIPS ACCOUNTING FOR $955 MILLION OR 44.3% OF TOTAL TOURISM REVENUE AND 5.55 MILLION OR 47% OF TOTAL PERSON-TRIPS.

SIX HUNDRED AND TEN MILLION DOLLARS WAS SPENT BY THE 3.01 MILLION VISITORS FROM OTHER CANADIAN PROVINCES AND THE TERRITORIES.

VISITORS FROM THE UNITED STATES ACCOUNTED FOR MORE THAN 2.7 MILLION PERSON-TRIPS AND CONTRIBUTED $415 MILLION TO TOURISM REVENUE.

OVERSEAS VISITORS ACCOUNTED FOR 445,000 PERSON-TRIPS AND $175 MILLION IN TOURISM REVENUE.

TOURISM IS THE THIRD LARGEST REVENUE GENERATING INDUSTRY IN BRITISH COLUMBIA. IN 1983, TOURISM REVENUE ROSE 7.3% OVER 1982 LEVELS. IT CONSTITUTED APPROXIMATELY 5% OF THE GROSS PROVINCIAL PRODUCT.

* THE TERM VISITOR IS USED SYNONYMOUSLY WITH PERSON-TRIP. FOR DEFINITIONS PLEASE REFER TO THE GLOSSARY OF TERMS.

I TOURISM REVENUE AND VISITOR VOLUME IN BRITISH COLUMBIA

TOURISM REVENUE IN BRITISH COLUMBIA TOTALLED $2.155 BILLION IN 1983. B.C. RESIDENTS REPRESENTED THE MOST SIGNIFICANT TOURIST MARKET, ACCOUNTING FOR $955 MILLION OR 44.3% OF TOTAL REVENUES. NON-RESIDENT TOURISTS CONTRIBUTED $1.2 BILLION AND MADE OVER 6.25 MILLION PERSON-TRIPS TO THE PROVINCE.

ALL REVENUE ESTIMATES ARE FROM DIRECT EXPENDITURES OF VISITORS AND DO NOT TAKE INTO ACCOUNT ANY MULTIPLIER EFFECTS.

THE FOLLOWING TABLES SHOW THE PERCENTAGE OF REVENUE AND PERSON-TRIPS BY ORIGIN IN 1983 AND BREAKDOWN OF REVENUE AND PERSON-TRIPS BY VISITOR ORIGIN IN 1983 COMPARED TO 1982.

TABLE I

PROPORTION OF 1983 REVENUES AND VISITOR VOLUMES BY MARKET AREAS

	REVENUE $(000,000)	%	VISITORS (PERSON-TRIPS '000)	%
B.C. RESIDENTS	955	44.3	5,550	47.0
NON-RESIDENTS				
CANADIAN	610	28.3	3,010	25.5
U.S.	415	19.3	2,795	23.7
OVERSEAS	175	8.1	445	3.8
	2,155	100.0	11,800	100.0

TABLE II

1983 REVENUES AND VISITOR VOLUMES COMPARED TO 1982

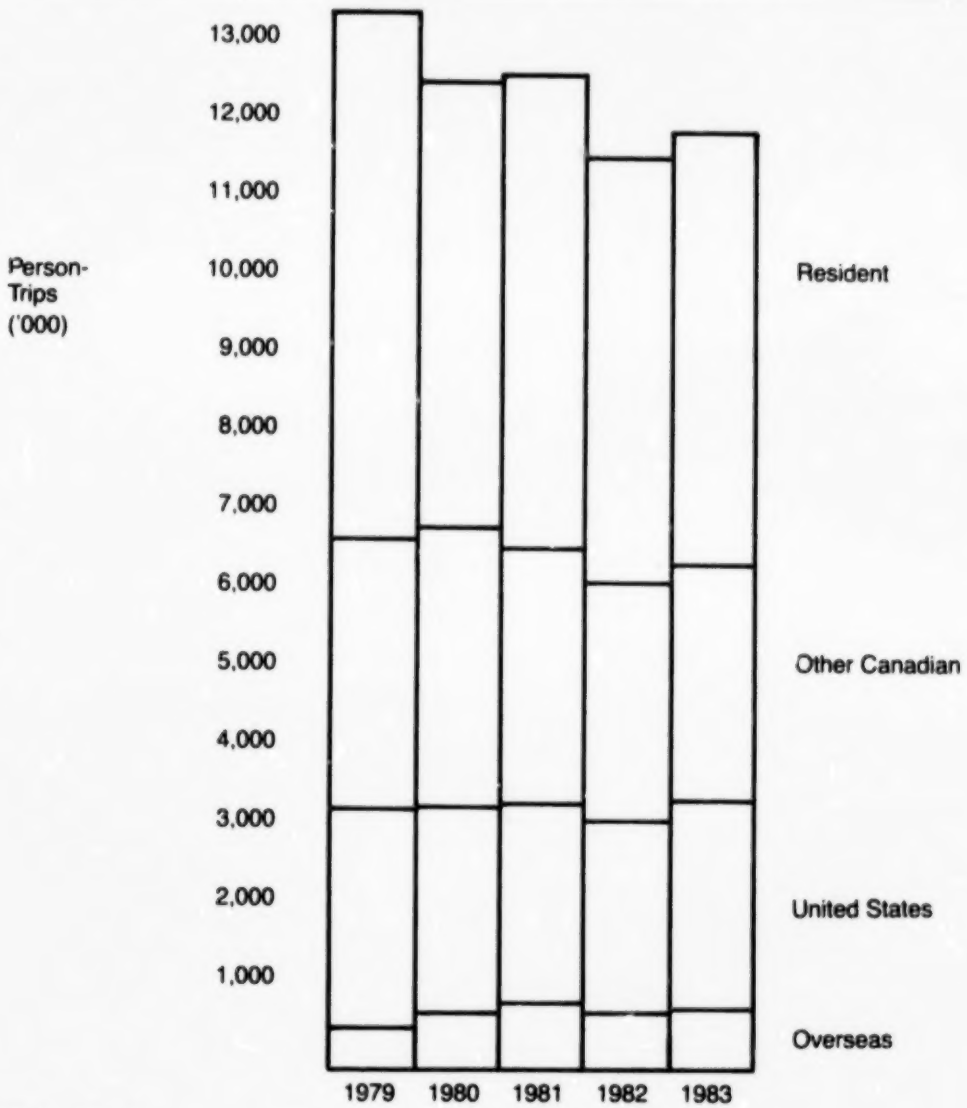
	REVENUE $(000,000)			VISITORS (PERSON-TRIPS '000)		
	1982	1983	% Change	1982	1983	% Change
B.C. RESIDENTS	910	955	+5.0	5,550	5,550	0.0
NON-RESIDENTS						
CANADIAN	570	610	+7.0	2,930	3,010	+2.7
U.S.	365	415	+13.7	2,560	2,795	+9.2
OVERSEAS	164	175	+6.7	440	445	+1.1
	1,099	1,200	+9.2	5,930	6,250	+5.4
TOTAL	2,009	2,155	+7.3	11,480	11,800	+2.8

Volume of Visitors by Origin 1979-1983

British Columbia residents continued to maintain the largest market share of visitors, accounting for 47% of the total visitors in 1983.

Figure 1

Volume of Visitors by Origin 1979-1983



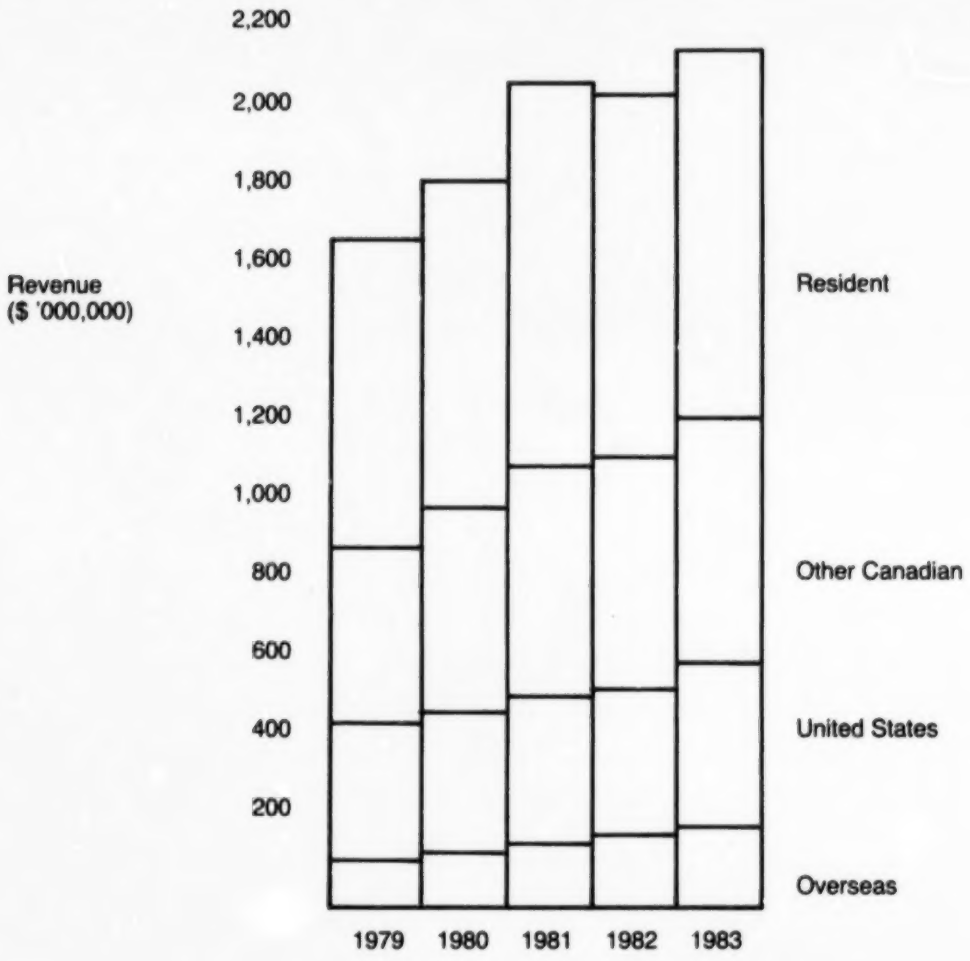
Visitor Origin	Person-Trips ('000)				
	1979	1980	1981	1982	1983
Resident	6,750	5,800	6,100	5,550	5,550
Other Canadian	3,350	3,450	3,200	2,930	3,010
United States	2,730	2,735	2,725	2,560	2,795
Overseas	420	440	455	440	445
Total	13,250	12,425	12,480	11,480	11,800

Revenue by Visitor Origin 1979-1983

Tourism revenue increased annually until 1982 when a slight decline was experienced due to a reduction in travel from all visitor origins. In 1983, visitor volumes increased from all markets except B.C. residents and contributed to an increase in revenue. British Columbia residents continued to maintain the largest market share, accounting for 44.3% of total revenue in 1983.

Figure 2

Revenue by Visitor Origin 1979-1983



Visitor Origin	Tourism Revenue ($'000,000)				
	1979	1980	1981	1982	1983
Resident	730	830	950	910	955
Other Canadian	460	515	560	570	610
United States	300	325	355	365	415
Overseas	110	130	155	164	175
Total	1,630	1,800	2,020	2,009	2,155

TABLE III

PER DIEM EXPENDITURE, AVERAGE LENGTH OF STAY AND EXPENDITURE PER PERSON-TRIP BY ORIGIN OF VISITOR

VISITOR ORIGIN	PER DIEM EXPENDITURE ($)	AVERAGE LENGTH OF STAY (DAYS)	EXPENDITURE PER PERSON-TRIP ($)
RESIDENT	43.00	4.0	172
OTHER CANADIAN	29.00	6.8	197
U.S.	35.00	4.2	147
OVERSEAS	39.00	10.0	390
AVERAGE	36.50	5.0	183

FIGURES ARE ROUNDED.

VISITORS TO BRITISH COLUMBIA SPEND VARYING AMOUNTS OF MONEY DEPENDING ON THE FORM OF ACCOMMODATION AND TRANSPORTATION USED, THE PURPOSE OF THE TRIP, VOLUME OF SHOPPING AND EXPENDITURES ON RECREATION AND ENTERTAINMENT. EXPENDITURES FOR ACCOMMODATION WITH FRIENDS AND RELATIVES OR CAMPING IS LESS THAN FOR EXCLUSIVE RESORTS AND LUXURY HOTELS. HOWEVER FOR THE PURPOSES OF CALCULATING A DAILY EXPENDITURE FOR VISITORS, THESE COSTS ARE AVERAGED AMONGST ALL TRAVELLERS. IT SHOULD BE NOTED THAT THE AVERAGE PER DIEM EXPENDITURE OF $36.50 IS FOR EACH PERSON IN THE TRAVEL PARTY. FOR EXAMPLE A FAMILY OF FOUR, TWO ADULTS WITH TWO CHILDREN, WOULD SPEND $146.00 PER DAY.

II REGIONAL MARKET SHARE

THE MAJORITY OF OUR VISITORS STAY IN MORE THAN ONE TOURIST REGION. THE NINE TOURIST REGIONS HOST TRAVELLERS TO VARYING DEGREES. TOGETHER VANCOUVER ISLAND AND SOUTHWESTERN BRITISH COLUMBIA ACCOMMODATED HALF OF THE TOTAL VISITORS IN THE PROVINCE IN 1983.

THE TABLE AND FIGURE WHICH FOLLOW INDICATE THE NUMBER OF VISITORS AND THE AMOUNT OF REVENUE THEY GENERATE IN EACH REGION.

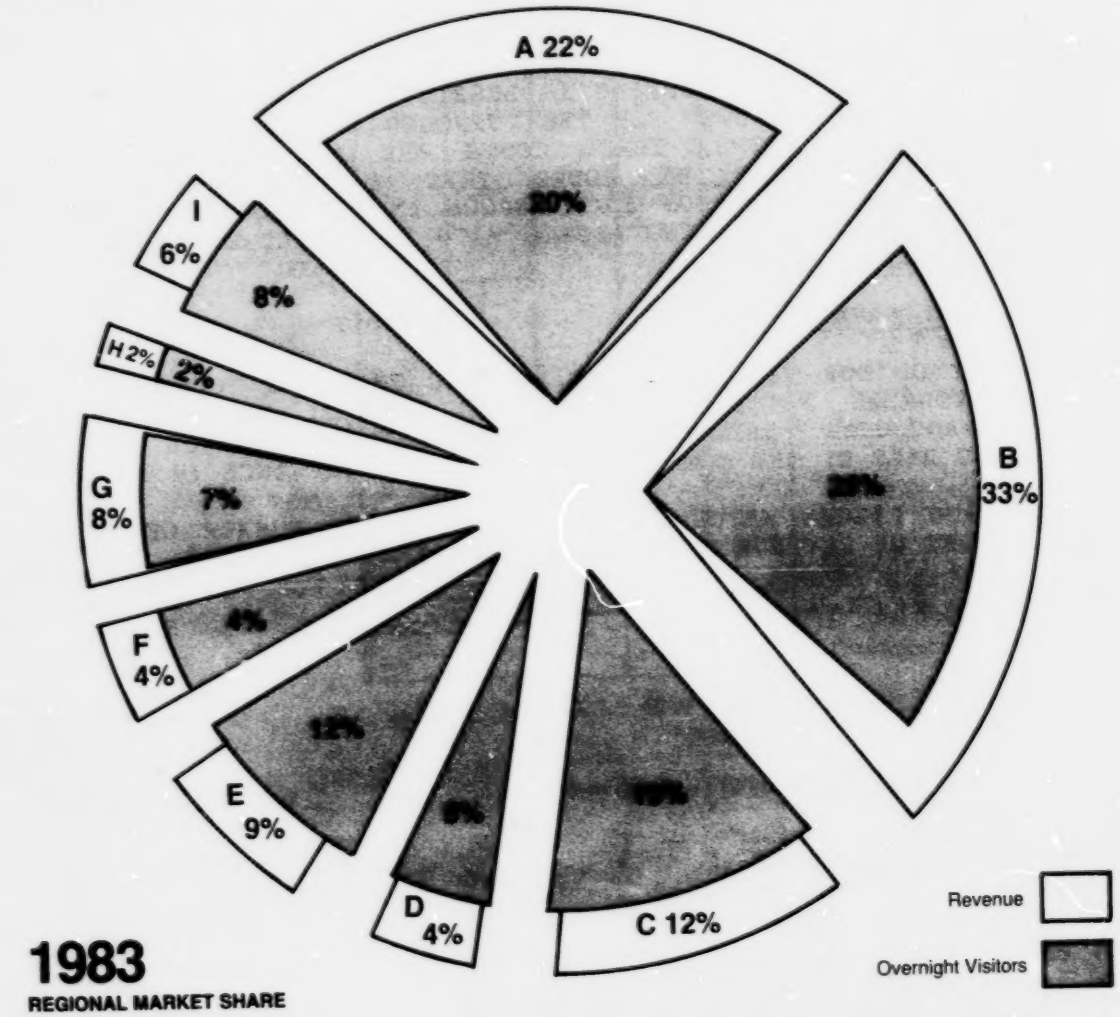
Table IV

Regional Market Share in 1983

	Region	Revenue ($ '000,000)	Person-Trips ('000)
A	Vancouver Island	465	2,385
B	Southwestern B.C.	710	3,475
C	Okanagan Similkameen	255	1,490
D	Kootenay Boundary	90	530
E	Thompson Country	195	1,400
F	Cariboo	85	480
G	B.C. Yellowhead 16	170	800
H	Peace River Alaska Highway	55	290
H	B.C. Rocky Mountain	130	950
		2,155	11,800

Figure 3

Regional Market Share 1983



A VANCOUVER ISLAND
B SOUTHWESTERN B.C.
C OKANAGAN SIMILKAMEEN
D KOOTENAY BOUNDARY
E THOMPSON COUNTRY
F CARIBOO
G B.C. YELLOWHEAD 16
H PEACE RIVER ALASKA HWY
I B.C. ROCKY MOUNTAIN

III EXPENDITURE BREAKDOWN

THE AVERAGE PER DIEM EXPENDITURE BY EACH VISITOR IN 1983 WAS $36.50. TRANSPORTATION COSTS MADE UP THE LARGEST SHARE OF THE EXPENDITURE FOLLOWED BY RESTAURANT MEALS, ACCOMMODATION, SHOPPING, RECREATION AND ENTERTAINMENT AND GROCERIES.

TABLE V

EXPENDITURES BY TYPE IN 1983

	EXPENDITURES $('000,000)	PROPORTION OF TOTAL EXPENDITURE
TRANSPORTATION	517	24%
RESTAURANT MEALS	496	23%
ACCOMMODATION	431	20%
SHOPPING	345	16%
RECREATION/ENTERTAINMENT	194	9%
GROCERIES	172	8%
	2,155	100%

THESE EXPENDITURES REALIZED $517 MILLION TO THE TRANSPORTATION SECTOR, $496 MILLION TO FOOD SERVICES ESTABLISHMENTS, $431 MILLION WITHIN THE ACCOMMODATION SECTOR, AND $711 MILLION TO RECREATION, ENTERTAINMENT, SHOPPING AND OTHER PERSONAL SERVICES.

THE "TOURISM PLANT" WHICH RECEIVES THESE REVENUES IS QUITE DIVERSE, ENCOMPASSING MORE THAN 10,000 BUSINESSES WHICH CATER DIRECTLY TO VISITORS. THESE OPERATIONS RANGE FROM FULL SERVICE HOTELS TO FISHING CAMPS AND FROM TRANSCONTINENTAL AIRLINES TO TAXI COMPANIES.

IV BRITISH COLUMBIA TOURISM MARKET AREAS

1. BRITISH COLUMBIA RESIDENTS

BRITISH COLUMBIA RESIDENTS CONSTITUTED THE LARGEST SEGMENT OF TRAVELLERS IN THE PROVINCE WITH OVER 5.5 MILLION PERSON-TRIPS IN 1983 OR 47% OF TOTAL PERSON-TRIPS. THERE WAS NO CHANGE IN THE NUMBER OF PERSON-TRIPS MADE BY RESIDENTS IN 1983 FROM 1982.

2. OTHER CANADIANS

THE NEIGHBOURING PROVINCE OF ALBERTA PROVIDES BRITISH COLUMBIA WITH ITS LARGEST SINGLE GROUP OF NON-RESIDENT TRAVELLERS. IN 1983 OTHER CANADIAN TRAVELLERS ACCOUNTED FOR OVER 3.0 MILLION PERSON-TRIPS, AN INCREASE OF 2.7% FROM THE 1982 VOLUME OF 2.9 MILLION PERSON-TRIPS.

THE TWO TABLES WHICH FOLLOW INDICATE THE NUMBER OF CANADIANS ENTERING BRITISH COLUMBIA FROM THE UNITED STATES AND OTHER PROVINCES. IT SHOULD BE NOTED THAT THESE NUMBERS ALSO INCLUDE B.C. RESIDENTS RETURNING HOME.

TABLE VI

CANADIAN RESIDENTS
ENTERING B.C. VIA THE U.S.

YEAR	NUMBER OF RESIDENTS
1983	9,061,337
1982	6,845,438
1981	6,370,082
1980	6,858,269
1979	7,073,726

SOURCE: TRAVEL BETWEEN CANADA AND OTHER COUNTRIES, STATISTICS CANADA.

TABLE VII

TRANS CANADA HIGHWAY 1 - WESTBOUND TRAFFIC
THROUGH ROGERS PASS, BRITISH COLUMBIA

YEAR	PASSENGERS IN VEHICLES**
1983	1,170,331*
1982	1,233,724
1981	1,369,182
1980	1,471,984
1979	1,347,000

* ALL VEHICLES EXCLUDING COMMERCIAL TRUCKS. DURING SUMMER MONTHS, RECORDING PROCEDURES ARE SUSPENDED FOR PASSENGERS. DURING THIS PERIOD VEHICLE COUNTS ONLY ARE TAKEN, THEREFORE PASSENGER STATISTICS ARE ESTIMATES.
** A ROAD CLOSURE IN JULY, 1983 HAS AFFECTED TRAFFIC LEVELS.

SOURCE: PARKS CANADA.

3. UNITED STATES

BRITISH COLUMBIA'S MAJOR MARKETS IN THE UNITED STATES ARE THE WESTERN STATES OF WASHINGTON, OREGON AND CALIFORNIA.

IN 1983, THE VOLUME OF PERSON-TRIPS BY U.S. VISITORS INCREASED 9.2% FROM 2.56 MILLION IN 1982 TO 2.795 MILLION IN 1983. TABLES VIII AND IX SHOW THE VOLUME OF U.S. RESIDENTS ENTERING B.C. THROUGH THE INTERNATIONAL BORDER CROSSINGS.

TABLE VIII

U.S. RESIDENTS ENTERING B.C. FOR ONE OR MORE NIGHTS
BY ALL MODES OF TRANSPORTATION

YEAR	NUMBER OF RESIDENTS
1983	1,686,450**
1982	1,541,593
1981	1,633,576
1980	1,660,168
1979	1,652,926

SOURCE: TRAVEL BETWEEN CANADA AND OTHER COUNTRIES, STATISTICS CANADA.

TABLE IX

TOTAL U.S. RESIDENTS ENTERING B.C. VIA THE U.S. BY ALL MODES OF TRANSPORTATION

YEAR	NUMBER OF RESIDENTS
1983	3,452,999**
1982	3,221,551
1981	3,523,697
1980	3,380,926
1979	3,620,767

SOURCE: TRAVEL BETWEEN CANADA AND OTHER COUNTRIES, STATISTICS CANADA.

4. OVERSEAS

BRITISH COLUMBIA'S MAJOR OVERSEAS MARKETS ARE THE UNITED KINGDOM, JAPAN AND WEST GERMANY.

IN 1983, OVERSEAS VISITORS TO BRITISH COLUMBIA TOTALLED 445,000 PERSON-TRIPS OR 4% OF TOTAL PERSON-TRIPS. THIS REPRESENTS AN INCREASE OF OVER 1% FROM THE 1982 VOLUME OF 440,000. EXPENDITURES BY VISITORS FROM OVERSEAS COUNTRIES ROSE FROM $164 MILLION IN 1982 TO $175 MILLION IN 1983.

TABLE X

ORIGIN OF OVERSEAS VISITORS TO B.C.

COUNTRY OF ORIGIN	RANK IN VISITOR VOLUME TO B.C.
UNITED KINGDOM	1
JAPAN	2
WEST GERMANY	3
HONG KONG	4
AUSTRALIA	5
NETHERLANDS	6

SOURCE: TRAVEL BETWEEN CANADA AND OTHER COUNTRIES, STATISTICS CANADA.

V LENGTH OF STAY

TRAVELLERS IN BRITISH COLUMBIA SPENT AN AVERAGE OF FIVE DAYS TOURING THE PROVINCE. THE LENGTH OF STAY VARIES BY ORIGIN OF TRAVELLER. WHILE TOURING THE PROVINCE VISITORS STAYED A TOTAL OF OVER 58 MILLION NIGHTS IN BRITISH COLUMBIA.

TABLE XI

LENGTH OF STAY AND PERSON-NIGHTS BY VISITOR ORIGIN

	AVERAGE LENGTH OF STAY PER TRIP	PERSON-NIGHTS ('000)	%
B.C. RESIDENTS	4.0 DAYS	22,200	38
CANADIAN	6.8 DAYS	20,468	35
UNITED STATES	4.2 DAYS	11,739	20
OVERSEAS	10.0 DAYS	4,450	7
		58,857	100

THE SEASONAL DISTRIBUTION OF TOURISTS IS ESTIMATED TO BE AS FOLLOWS:

SPRING (APRIL - MAY)	15%
SUMMER (JUNE - SEPTEMBER)	56%
FALL (OCTOBER - NOVEMBER)	11%
WINTER (DECEMBER - MARCH)	18%

VI ACCOMMODATION

BRITISH COLUMBIA OFFERS ALL TYPES OF ACCOMMODATION FOR VISITORS RANGING FROM RUSTIC CABINS AT HUNTING AND FISHING CAMPS TO LUXURY ACCOMMODATION AT VACATION RESORTS. THERE ARE 2,143 OF THESE ESTABLISHMENTS PROVIDING OVER 80,000 ACCOMMODATION UNITS REGISTERED IN THE TOURISM BRITISH COLUMBIA ACCOMMODATION GUIDE.

TABLE XII

1983 ACCOMMODATION ESTABLISHMENTS BY REGION

REGION	HOTEL	MOTEL	RESORT	CAMPGROUND	TOTAL
A VANCCUVER ISLAND	94	139	113	107	453
B SOUTHWESTERN B.C.	116	119	23	60	318
C OKANAGAN SIMILKAMEEN	36	168	33	89	326
D KOOTENAY BOUNDARY	19	60	22	45	146
E THOMPSON COUNTRY	23	89	65	80	257
F CARIBOO	15	47	95	92	249
G B.C. YELLOWHEAD 16	38	62	45	54	199
H PEACE RIVER ALASKA HWY	16	34	13	10	73
I B.C. ROCKY MOUNTAIN	16	54	27	25	122
	373	784	436	562	2,143

NOTE: THERE ARE SOME DOUBLE CLASSIFICATIONS, E.G. A COMBINATION MOTEL AND CAMPGROUND OPERATION IS LISTED UNDER TWO CATEGORIES.

TABLE XIII

1983 PERCENTAGE OF ACCOMMODATION UNITS BY REGION

REGION	HOTEL	MOTEL	RESORT	CAMPGROUND
A VANCOUVER ISLAND	23	26	28	22
B SOUTHWESTERN B.C.	43	16	5	13
C OKANAGAN SIMILKAMEEN	8	20	9	21
D KOOTENAY BOUNDARY	3	5	3	7
E THOMPSON COUNTRY	6	12	13	14
F CARIBOO	2	4	15	8
G B.C. YELLOWHEAD 16	8	7	6	6
H PEACE RIVER ALASKA HWY	4	5	2	2
I B.C. ROCKY MOUNTAIN	3	5	19	6
	100%	100%	100%	100%

A UNIT IS AN INDIVIDUAL SPACE AVAILABLE FOR HOUSING I.E. ROOM, CAMPSITE AND MAY ACCOMMODATE ONE OR MORE PERSONS PER SPACE.

TABLE XIV

1983 ANNUAL REGIONAL HOTEL OCCUPANCY

REGION	% OF OCCUPANCY	% CHANGE FROM 1982
A VANCOUVER ISLAND	50.7	-3.1
B SOUTHWESTERN B.C.	61.2	+1.3
C OKANAGAN SIMILKAMEEN	47.1	-7.2
D KOOTENAY BOUNDARY	**	**
E THOMPSON COUNTRY	46.6	-13.4
F CARIBOO	39.3	-10.5
G B.C. YELLOWHEAD 16	49.7	+1.0
H PEACE RIVER ALASKA HWY	37.1	-4.3
I B.C. ROCKY MOUNTAIN	55.5	-13.1
PROVINCIAL AVERAGE	55.2	-1.2

** SAMPLE NOT LARGE ENOUGH TO PROVIDE REPRESENTATIVE FIGURE.

SOURCE: TRENDS IN THE HOTEL INDUSTRY BRITISH COLUMBIA, PANNELL KERR FORSTER CAMPBELL SHARP MANAGEMENT CONSULTANTS.

THE PERCENTAGE OF HOTEL OCCUPANCY ON A PROVINCE WIDE BASIS IN 1983 DECREASED BY 1.2% FROM 1982. AVERAGE DAILY ROOM RATES INCREASED BY 0.9% FROM THE PREVIOUS YEAR. REVENUE FROM ROOM SALES, DERIVED FROM HOTEL AND MOTOR HOTEL GUEST ROOMS RENTED FOR PART DAY, FULL DAY, WEEKLY OR LONGER, INCREASED BY 0.9% FROM 1982.

TABLE XV

1983 MONTHLY OCCUPANCY OF HOTELS IN THE PROVINCE

	% OF OCCUPANCY	% OF CHANGE FROM 1982
JANUARY	37.0	-18.5
FEBRUARY	45.2	-15.5
MARCH	50.0	-11.4
APRIL	52.4	-6.9
MAY	55.2	-3.3
JUNE	66.2	+5.8
JULY	71.4	-2.3
AUGUST	75.1	+2.8
SEPTEMBER	69.1	+5.4
OCTOBER	55.0	+8.1
NOVEMBER	49.3	+13.6
DECEMBER	35.4	+5.7
AVERAGE MONTHLY OCCUPANCY	55.2	-1.2

SOURCE: TRENDS IN THE HOTEL INDUSTRY BRITISH COLUMBIA, PANNELL KERR FORSTER CAMPBELL SHARP MANAGEMENT CONSULTANTS.

VII CONVENTIONS AND INCENTIVE TRAVEL, SKI INDUSTRY AND FILM DEVELOPMENT

THERE ARE A WIDE VARIETY OF SERVICES PROVIDED BY THE PUBLIC AND PRIVATE SECTORS WHICH ENCOURAGE GROWTH IN TOURISM REVENUES.

MEETINGS AND CONFERENCE BUSINESS AND INCENTIVE TRAVEL GENERATES AN ESTIMATED TOTAL OF $250 MILLION IN REVENUE ANNUALLY IN B.C.

THERE ARE OVER 75 SKI CENTRES IN B.C. VARYING FROM LOCAL COMMUNITY CENTRES AND REGIONAL SKI CENTRES TO DESTINATION RESORTS. IN 1983 AN ESTIMATED REVENUE OF APPROXIMATELY $135 MILLION WAS DERIVED FROM SKIER EXPENDITURES AT THESE SKI CENTRES.

FEATURE FILM, TELEVISION AND COMMERCIAL PROJECTS WITH BUDGETS TOTALLING UP TO $60 MILLION WERE UNDERTAKEN AT VARIOUS LOCATIONS IN THE PROVINCE. VARYING AMOUNTS OF THESE BUDGETS ARE SPENT IN COMMUNITIES FOR HOTELS AND RESTAURANTS, RENTAL CARS AND EQUIPMENT, AND SHOPPING. WHEN THESE PRODUCTIONS ARE SCREENED, THEY ALSO SHOW BRITISH COLUMBIA TO AUDIENCES OF POTENTIAL CUSTOMERS IN THE TRAVEL MARKET PLACE.

VIII EMPLOYMENT

THE TOURISM INDUSTRY INVOLVES A WIDE VARIETY OF BUSINESSES EMPLOYING A DIVERSELY SKILLED LABOUR FORCE. THE MAJOR SECTORS ARE ACCOMMODATION, FOOD AND BEVERAGE, TRANSPORTATION, TRAVEL TRADE, EVENTS, ATTRACTIONS AND OUTDOOR RECREATION. MANY OF THE BUSINESSES SUCH AS RESTAURANTS, EVENTS AND ATTRACTIONS SERVE RESIDENTS ON DAY TRIPS AS WELL AS OVERNIGHT VISITORS. IN THE CONTEXT OF EMPLOYMENT, THE TOURISM INDUSTRY IS BROADLY DEFINED TO INCLUDE A WIDE RANGE OF TRAVEL AND HOSPITALITY BUSINESSES SERVING THE NEEDS OF THE RESIDENT POPULATION, DAY EXCURSIONISTS AND OVERNIGHT VISITORS. FOOD AND BEVERAGE FACILITIES PROVIDE OVER HALF OF THE TOTAL INDUSTRY EMPLOYMENT. WAITERS, WAITRESSES, HOSTS AND HOSTESSES ARE THE LARGEST SINGLE OCCUPATION GROUPS ACCOUNTING FOR OVER 30% OF TOTAL EMPLOYMENT. ALMOST ONE THIRD OF ALL TOURISM JOBS ARE PART-TIME.

IN 1983 THERE WERE AN ESTIMATED 86,000 PEOPLE WORKING FULL TIME IN THE TOURISM INDUSTRY. DURING THE PEAK SEASON APPROXIMATELY 126,000 PEOPLE WERE WORKING IN FULL OR PART-TIME POSITIONS. IT IS ESTIMATED THAT 100,000 PERSON-YEARS OF EMPLOYMENT IS PROVIDED IN THE TOURISM INDUSTRY THROUGH FULL AND PART-TIME JOBS. THE TOURISM INDUSTRY IS ONE OF THE MAJOR SOURCES OF EMPLOYMENT IN BRITISH COLUMBIA.

IX SOURCES OF FURTHER INFORMATION ON TOURISM IN BRITISH COLUMBIA

EACH REGIONAL TOURIST ASSOCIATION EMPLOYS A MANAGING DIRECTOR TO DEVELOP AND PROMOTE TOURISM. INFORMATION ON LOCAL TOURISM MAY BE OBTAINED BY CONTACTING:

REGIONAL TOURIST ASSOCIATION/MANAGING DIRECTORS

REGION A VANCOUVER ISLAND	Mrs. Joyce Brookbank Tourism Assoc. of Vancouver Island Rm M36, 635 Humboldt Street Victoria, B.C. V8W 1A7	382-3551 758-7632 (Nanaimo)
REGION B SOUTHWESTERN	Mr. Graham Bell Tourism Assoc. of Southwestern B.C. Box 48610 Bentall P.O., 1425 W. Pender St. Vancouver B.C. V7X 1A3	688-3677
REGION C OKANAGAN SIMILKAMEEN	Mr. Bob Sheeley Okanagan Similkameen Tourist Assoc. Jubilee Pavilion (185 Lakeshore Drive) Penticton, B.C. V2A 1B7	492-6611
REGION D KOOTENAY BOUNDARY	Mr. John Donald, (Acting) Kootenay Boundary Visitors Assoc. P.O. Box 172 (Castlegar Airport) Nelson, B.C. V1L 5P9	365-8461
REGION E THOMPSON COUNTRY	Mr. Duncan Myers Thompson Country Tourist Assoc. Box 298 (114 Hudson Street) Salmon Arm, B.C. V0E 2T0	832-8028
REGION F CARIBOO	Mr. Gordon Finlay Cariboo Tourist Assoc. Box 4900 (#6-160 Oliver Street) Williams Lake, B.C. V2G 2V8	392-2226
REGION G B.C. YELLOWHEAD 16	Ms. Wendy Moore B.C. Yellowhead 16 Travel Association P.O. Box 1030 (1277 Main Street) Smithers, B.C. V0J 2N0	847-5227
REGION H PEACE RIVER ALASKA HWY	Mr. Walter Slany Peace River Alaska Hwy Tourist Assoc. c/o City Hall, 10631 - 100th Street Fort St. John, B.C. V1J 3Z5	785-2544
REGION I B.C. ROCKY MOUNTAIN	Mr. Don Foxgord B.C. Rocky Mountain Visitors Assoc. Box 10 (495 Wallinger Avenue) Kimberley, B.C. V1A 2Y5	427-7469

GLOSSARY OF TERMS

THE FOLLOWING TERMS ARE USED IN THIS PUBLICATION:

BUSINESS TRAVELLERS	TRAVELLERS WHOSE PRIMARY OBJECTIVE IS TO CARRY OUT THE DUTIES OF THEIR EMPLOYMENT OR TO FURTHER THEIR BUSINESS OR PROFESSIONAL INTERESTS AND WHO TRAVEL AWAY FROM THEIR NORMAL PLACE OF RESIDENCE, STAY A MINIMUM OF ONE NIGHT AWAY FROM HOME AND THEN RETURN.
CAMPGROUNDS AND TRAILER PARKS	PROVIDE SITES FOR TENTS AND/OR RECREATIONAL VEHICLES. THEY MAY BE PUBLICLY OR PRIVATELY OWNED AND OPERATED. RESIDENTIAL TRAILER PARKS ARE NOT INCLUDED.
DAILY EXPENDITURE	THIS REFERS TO THE AMOUNT OF MONEY SPENT PER PERSON IN ONE DAY FOR TRANSPORTATION, ACCOMMODATION, MEALS, GROCERIES, RECREATION, ENTERTAINMENT AND GIFTS, ETC. WHILE TRAVELLING.
HOTELS	COMMERCIAL ESTABLISHMENTS IN WHICH UNITS ARE USUALLY ACCESSIBLE FROM THE INTERIOR. THIS DEFINITION INCLUDES MOTOR HOTELS, MOTOR INNS AND APARTMENT HOTELS.
MODE OF TRAVEL	THE TYPE OF TRANSPORTATION USED BY TRAVELLERS TO TRAVEL THE FURTHEST DISTANCE ON THE TRIP.
MOTELS	COMMERCIAL ESTABLISHMENTS IN WHICH UNITS ARE ACCESSIBLE FROM THE INTERIOR OR EXTERIOR AND WHICH PROVIDE PARKING FOR GUESTS. THIS INCLUDES AUTO COURTS AND MOTOR COURTS.
NON-RESIDENT TRAVELLER	A PERSON WHO TRAVELS IN BRITISH COLUMBIA BUT DOES NOT RESIDE IN THE PROVINCE.
OTHER CANADIAN TRAVELLER	DOES NOT RESIDE IN BRITISH COLUMBIA BUT LIVES IN ONE OF THE OTHER PROVINCES OR TERRITORIES OF CANADA.
OVERNIGHT VISITOR	A PERSON WHO TRAVELS AWAY FROM HIS/HER NORMAL PLACE OF RESIDENCE AND STAYS A MINIMUM OF ONE NIGHT AWAY FROM HOME (SEE PERSON-TRIP).

OVERSEAS TRAVELLER	PERSON WHO RESIDES IN A COUNTRY OTHER THAN CANADA OR THE UNITED STATES AND ITS TERRITORIES.
PARTY SIZE	THE NUMBER OF PEOPLE WHO CONSIDER THEMSELVES AS TRAVELLING TOGETHER ON THE TRIP.
PERSON-NIGHTS	A DERIVED MEASURE TO INDICATE THE TOTAL NUMBER OF NIGHTS SPENT BY PERSONS ON THE TRIP. PERSON-NIGHTS ARE CALCULATED BY MULTIPLYING PERSON-TRIPS BY TRIP DURATION.
PERSON-TRIP	ONE PERSON MAKING A TRIP OF ONE OR MORE NIGHTS E.G. A PERSON TRAVELLING ALONE EQUALS ONE PERSON-TRIP, A FAMILY OF FIVE PERSONS TRAVELLING TOGETHER EQUALS FIVE PERSON-TRIPS (SEE "TRIPS").
PLEASURE TRAVELLERS	TRAVELLERS WHOSE PRIMARY OBJECTIVE IS EITHER RECREATION OR PERSONAL AFFAIRS AS OPPOSED TO BUSINESS. THIS CATEGORY INCLUDES TRAVELLERS ON VACATION, WEEKEND RECREATION TRIPS, VISITING FRIENDS OR RELATIVES OR SHOPPING FOR PERSONAL GOODS.
RESIDENT TRAVELLER	A PERSON WHO RESIDES IN BRITISH COLUMBIA AND TRAVELS AWAY FROM HIS/HER NORMAL PLACE OF RESIDENCE FOR ANY PURPOSE, STAYS A MINIMUM OF ONE NIGHT AWAY AND THEN RETURNS.
RESORTS, LODGES	ESTABLISHMENTS WHICH OFFER RECREATIONAL ACTIVITIES IN ADDITION TO ACCOMMODATION. THEY MAY BE OPEN IN SUMMER, WINTER OR YEAR ROUND AND INCLUDE LODGES, COTTAGES, CABINS, FISHING AND HUNTING CAMPS AND GUEST RANCHES.
REVENUE	TOTAL EXPENDITURES BY TOURISTS TRAVELLING IN B.C.
TOURIST	SYNONYMOUS WITH TRAVELLER OR VISITOR AND IS DEFINED AS ANY INDIVIDUAL WHO TRAVELS AWAY FROM HIS/HER NORMAL PLACE OF RESIDENCE FOR ANY PURPOSE AND STAYS A MINIMUM OF ONE NIGHT AWAY FROM HOME.

TOURIST REGION	THE PROVINCE IS DIVIDED INTO NINE TOURIST REGIONS FOR TOURISM DEVELOPMENT AND PROMOTIONAL PURPOSES.
TRIP	A TRIP OCCURS EVERY TIME AN INDIVIDUAL OR GROUP TRAVELS AWAY FROM HIS OR THEIR NORMAL PLACE OF RESIDENCE FOR ANY PURPOSE AND STAYS A MINIMUM OF ONE NIGHT AWAY FROM HOME AND THEN RETURNS.
TRIP DURATION/ LENGTH OF TRIP	THE TOTAL NUMBER OF DAYS OR NIGHTS SPENT AWAY FROM HOME DURING THE TRIP.
TRIP EXPENDITURE PER PERSON PER DAY	IS CALCULATED BY DIVIDING THE TRIP EXPENDITURE PER PERSON BY THE TRIP DURATION.
TRIP PURPOSE	THE MAIN REASON FOR A TRIP. TRAVELLERS ARE CLASSIFIED AS BUSINESS OR PLEASURE TRAVELLERS OR BOTH.
UNITED STATES TRAVELLER	A PERSON WHO RESIDES IN THE UNITED STATES OR ITS TERRITORIES.

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POOR

QUALITY

ORIGINAL